



**BROWNFIELDS '99**

**Alliances  
for 21st  
Century  
Livability**

**Environmental  
Challenges and Solutions**

**December 6-8, 1999  
Adam's Mark Hotel  
Dallas, Texas**

For more information, call the toll-free Brownfields '99 Hotline at 1-877-343-5374  
or visit us on the World Wide Web at <http://www.epa.gov/brownfields>

**BROWNFIELDS '99**

## Conference Overview

**A NEW LOOK: BEST BROWNFIELDS CONFERENCE YET!**

This year's conference will showcase new approaches that will make it a stronger and more meaningful experience than ever! For the year that will lead us into the next century, EPA and its co-sponsors have been listening to your comments about the format, the sessions, and the speakers. We are committed to making the event live up to its title: **Brownfields '99 — Alliances for 21st Century Livability — Environmental Challenges and Solutions!**

Brownfields '99 will continue to provide fascinating discussions, opportunities for critical networking, and a forum that will help beginners to veterans make the deals that will change the face of America. Participation has grown from 500 attendees in Pittsburgh, PA in 1996, to over 2,000 attendees at Brownfields '98 in Los Angeles, CA. Not only has our size increased, our program's content has grown as well. Watch your mail for a more detailed brochure and schedule later this summer.

## Target Audience

Brownfields '99 continues to pull stakeholders together under one roof. Federal, state, and local government officials; local communities; developers; bankers; neighborhood residents; realtors; investors; nonprofits and foundations; insurers; business leaders; environmental consultants; educational leaders; lawyers; lenders; high tech businesses and contractors of all types; tribal officials; researchers; and workforce development specialists are welcome as are all others who are interested in the cleanup and redevelopment of Brownfields properties.

## Schedule

**Monday, December 6**

9:00 a.m.

10:30 a.m. - 12:00 p.m.

12:00 p.m. - 1:00 p.m.

1:00 p.m. - 2:30 p.m.

Registration Begins and Exhibit Hall  
Opens  
Networking/Open Houses/  
Organizational Meetings  
Lunch (on your own)  
Afternoon Panel Sessions





3:00 p.m. - 5:00 p.m.  
5:00 p.m. - 7:00 p.m.

## Opening Plenary Official Exhibit Hall Opening and Reception

*Sponsored by the International City/County  
Management Association*

Tuesday, December 7

8:30 a.m. - 12:00 p.m.  
9:30 a.m. - 4:30 p.m.  
12:00 p.m. - 1:30 p.m.  
1:30 p.m. - 5:00 p.m.  
5:30 p.m. - 7:30 p.m.

Morning Panel Sessions  
Exhibit Hall Open  
Lunch/Plenary  
Afternoon Panel Sessions  
Reception

*Sponsored by the City of Dallas*

Wednesday, December 8

8:30 a.m. - 10:00 a.m.  
9:00 a.m. - 12:00 p.m.  
10:30 a.m. - 12:00 p.m.  
12:00 p.m.

Continental Breakfast/Plenary  
Exhibit Hall Open  
Panel Sessions  
Conference Concludes

## Conference Panels and Sessions

### *Panels and Sessions*

Panels at Brownfields '99 will be organized around four basic themes:

- assessment and cleanup strategies that serve as foundations for your successful brownfields reuse;
- financing mechanisms and tools to help fuel your brownfields redevelopment;
- new and emerging legal and policy issues; and
- redevelopment experiences and lessons learned on the road to reuse.

### **NEW! "Levels" Featuring Restructured Panels and Creative Formats**

This year, our sessions will be divided into three knowledge and experience levels. Sessions offered at an introductory level, Brownfields 101, provide an understanding of the basics of brownfields. At intermediate level sessions, Brownfields 201 targets those already moving forward. Sessions in Brownfields 301 are designed for those who have lived it, learned it, and redeveloped it, but want to keep up with the latest innovations in the field.

In addition, Brownfields '99 will feature fewer panel sessions than past conferences, with new and more interactive formats. Key sessions will be repeated with new speakers to give attendees an opportunity to visit the most popular presentations. Panels will reflect renewed focus on problem-solving, rather than the strict sharing of case studies. Government, private, and non-profit leaders, including community activists, representatives of health agencies, and international practitioners, will be integrated into the presentations.

### **NEW! Networking Forums and a "Marketplace of Ideas"**

Throughout the conference, networking sessions will be held in and around the exhibit hall, allowing attendees to meet and mingle with government officials and leaders in various fields of brownfields redevelopment. Daily "marketplace of ideas" sessions will allow participants to discuss specific topics in a small-group, interactive setting. "Marketplace" discussions may pick up on issues raised in panel sessions or explore new areas.

## Registration

Registration is open, but space is limited. It is requested that all registrations be made in advance. Conference attendees may register online using the Online Registration Form found at <http://www.epa.gov/brownfields> as of July 15, 1999, or by filling out and returning the attached form either by U.S. mail or fax no later than November 9, 1999. Advanced registration is required by this date in order to be included in the published list of participants. Registrants should receive written confirmation of registration by November 15, 1999. If you do not receive written confirmation of your advance registration by this date, please call the Brownfields '99 Hotline at 1-877-343-5374. Based on availability, on-site registration will be conducted at the Adam's Mark beginning at 9:00 am on December 6, 1999. Conference participants are requested to check in at the conference registration desk in the Adam's Mark Hotel upon arrival.

Conference registration is free; however, some conference events will include a meal option. Meals can only be reserved with payment, but it is not necessary to purchase a meal to attend any event. Please see the registration form for meal pricing. Meals may be purchased by check or credit card. Please make checks payable to Brownfields '99. If paying by credit card, include all information on the registration form. Written requests for refunds will be accepted until November 16, 1999.





## Showcase and Exhibition Center

The International City/County Management Association (ICMA) is pleased to sponsor the Brownfields '99 Showcase and Exhibition Center. This unique opportunity gives industry leaders, non-profit organizations, financiers, developers, and community groups an unparalleled opportunity to showcase their environmental cleanup and redevelopment products, expertise, and services for thousands of brownfields stakeholders.

If your company provides opportunities and solutions for assessment, cleanup, financing, collaborative problem-solving, remediation, or redevelopment, OR if your organization provides information or services on brownfields issues and sites, make plans to exhibit at Brownfields '99. For more information about exhibiting, please call the Brownfields Exhibit Headquarters at (703) 425-0392 or visit ICMA's web site at [www.icma.org](http://www.icma.org).

## Participant Travel Scholarships

ICMA is pleased to sponsor a limited number of travel scholarships to community-based stakeholders in the cleanup and redevelopment of brownfields. To be eligible, you must be affiliated with a community group, grassroots organization, or a local or state government. For information about applying for a travel scholarship, please call ICMA at (202) 962-3601 or visit ICMA's web site at [www.icma.org](http://www.icma.org). ICMA will accept applications between July 1 and September 15, 1999.

## Lodging

The Adam's Mark has reserved guest rooms for Brownfields '99 attendees for a single occupancy, government rate of \$89 for government employees and a conference rate of \$129, single occupancy, for other participants. To receive the government or conference rate, be sure to inform the Adam's Mark reservations desk that you are attending Brownfields '99. The Adam's Mark reservation desk can be reached at 1-800-444-ADAM. Government employees will need to produce a valid government picture identification to receive the government rate of \$89. Tax is **not** included (currently totalling 15%). Room reservations should be made prior to November 4, 1999, after which, rooms will be provided on a space-available basis at the regular hotel rate.

## Travel Information

The Dallas-Fort Worth Airport is located 20 miles from the Adam's Mark, or approximately 25 minutes away by car. Taxi fare from the airport to the hotel is approximately \$28 one-way. Discounted shuttle service from the airport is available for \$9 one-way.

## Special Airfare

The official carriers for Brownfields '99 are:

American Airlines	1-800-433-1790	File Number:	01D9UK
*Delta Airlines	1-800-241-6760	File Number:	131922A
Southwest Airlines	1-800-433-5368	Identifier Code:	V3249

\*Discounts are not applicable to Delta Express fares.

Discounts ranging from 5% to 10% are available based on the lowest applicable published, round-trip fares. A 5% bonus discount is also available for tickets purchased 60 days prior to departure provided all restrictions are met. To obtain an airfare discount, you or your travel agent must contact one of the above designated airlines at the numbers listed and provide the file number/identifier code listed for the airline.

Restrictions do apply to all fares. Please ask the airline reservations agent or your travel agent to explain all fare restrictions.

## Dates and Deadlines

ICMA Scholarship Application Deadline	09/15/99
Conference Rate Hotel Reservation Deadline	11/04/99
Advanced Registration Deadline	11/09/99
Written Confirmation Deadline	11/15/99
Meal Cost Refund Request Deadline	11/16/99

## Additional Information

More information regarding Brownfields '99 and information about special arrangements (wheelchair access, services for the hearing impaired, translation services, or other arrangements) can be found at <http://www.epa.gov/brownfields> or by calling the Brownfields '99 Hotline at 1-877-343-5374.



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